



## **2018 Women In Real Estate, Professional Services: Karen Scanna, Stroock & Stroock & Lavan LLP**

September 18, 2018 - Spotlights

Name: Karen Scanna

Title: Partner

Company Name: Stroock & Stroock & Lavan LLP

Real estate association / organization affiliation(s): Urban Land Institute (in particular the Women's Leadership Initiative), Real Estate Board of New York, New York City Bar Association, and WX—New York Women Executives in Real Estate

What are some of your biggest accomplishments in the last 12 months?

Over the past year, I have advised on real estate transactions in all five boroughs of NYC, having a positive impact and transformation on underutilized properties:

- Developers of Essex Crossing, a six-acre development on the Lower East Side.
- Played a role in Red Hook Container Terminal's agreement with the NYC EDC to reactivate South Brooklyn Marine Terminal as a major shipping hub.
- Developer TF Cornerstone to create 1.5 million s/f destination on two city-owned sites along Long Island City's waterfront.
- L&M Development Partners and Type A Projects to develop city-owned property in the Bronx into Bronx Point.
- BFC Partners' development of Empire Outlets, including construction financing for the project and BFC's joint venture with its institutional partner.

What do you like to do for fun?

When I am not hanging out in Central Park with our mixed-breed dog Sprout, my husband and I enjoy hiking, biking and yoga.

What blogs, resources, podcasts or influencers have helped you?

Every morning, I start my day with Bisnow's "15 Things You Need to Know," "New York Alerts" from Globest.com, and Commercial Observer's "Today's Trending Stories." I also read on a regular basis Crain's, Real Estate Weekly, Commercial Observer and The Real Deal. As a member of the New York City Dirt Lawyer Group, I am able to observe and discuss with other NYC real estate attorneys current issues that we are encountering in deals we are working on.

How important is it for women to create a personal brand?

It is vital to create a personal brand in such a highly competitive market. I combine my real estate expertise within the real estate community with things I am passionate about. I am a member of WX-New York Women Executives in Real Estate (the Membership Committee), a selective organization dedicated to promoting the advancement of women in commercial real estate, and have coached many real estate professionals during the last nine years. This involves formal group activities that promote team-building and one-on-one engagement where I have helped mentees navigate the real estate profession and make significant early career decisions.

How many messages are in your inbox right now and how do you manage email?

The number of emails in my inbox varies depending on workload. To the best of my ability, I try to answer all emails once they are received; however, there are times when I am unable to do so. To effectively and efficiently answer all communications, I carve out 30 minutes a day to reply to all emails that I may have missed, or that I flagged while in meetings or busy with other projects. I also use that time to file these emails, so that I know where to find the chain of communication should I have to refer to them at any time.

What do you like to do for fun?

When I am not hanging out in Central Park with our mixed-breed dog Sprout, my husband and I enjoy hiking, biking and yoga.

In one word, describe yourself:

Enthusiastic

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